

CLAIMS

What is claimed is:

1        1. A method for inserting advertising into a video program comprising: providing a  
2 still image from the video program when the video program has been paused; combining an  
3 advertisement image with the still image thereby forming the combined image; and providing the  
4 combined image.

1        2. The method of claim 1, further comprising waiting a first configurable amount of  
2 time after the video program has been paused to provide the combined image.

1        3. The method of claim 1, wherein the video program includes audio.

1        4. The method of claim 1, further comprising: performing a trick function on the  
2 video program; presenting a new still image from the video program after the trick function has  
3 been performed; waiting an additional configurable amount of time after the trick function has  
4 been performed; and presenting the combined image after the additional configurable amount of  
5 time has passed.

1        5. The method of claim 1, wherein the still image comprises an image from the  
2 video program and an additional image.

1        6. The method of claim 1, wherein the video program continues to play.

1        7. The method of claim 1, comprising the additional step of ceasing to provide the  
2 combined image.

1        8. The method of claim 7, wherein said ceasing is performed after a second  
2 configurable amount of time.

1        9. The method of claim 7, wherein the advertisement image is an advertisement  
2 video program and the advertisement video program finishes, before the said ceasing.

1        10. The method of claim 1, wherein a series of advertisement images are provided.

1        11. The method of claim 1, further comprising recording billing information after an  
2 advertisement image is provided.

1           12. A system for inserting advertising into a video program that comprises: a means  
2 for providing a still image from the video program when the video program has been paused; a  
3 means for combining an advertisement image with the still image; and a means for providing the  
4 combined image.

1           13. The system of claim 12, wherein the system waits a first configurable amount of  
2 time after the video program has been paused; and then provides the combined image.

1           14. The system of claim 12, wherein the video program includes audio.

1           15. The system of claim 12, that further comprises: a means for performing a trick  
2 function on the video program; a means for providing a new still image from the video program  
3 after the trick function has been performed; waits an additional configurable amount of time after  
4 the trick function has been performed; and a means for providing the combined image after the  
5 additional configurable amount of time has passed.

1           16. The system of claim 12, wherein the still image comprises an image from the  
2 video program and an additional image.

1           17. The system of claim 12, wherein the video program continues to play.

1           18. The system of claim 12, wherein the combined image ceases to be provided.

1           19. The system of claim 18, wherein the said ceasing is performed after a second  
2 configurable amount of time.

1           20. The system of claim 18, wherein the advertisement image is an advertisement  
2 video program and the advertisement video program finishes, before the video program is  
3 stopped.

1           21. The method of claim 12, wherein a series of advertisement images are provided.

1           22. The method of claim 12, further comprising a means for recording billing  
2 information after the advertisement image is provided.

1           23. A system comprising: a stream server for providing a video program; a combiner  
2 for combining a still image from the video program with an advertising image to produce a  
3 combined image; and a client device for providing the combined image to a viewer.

1           24. The system of claim 22, wherein the stream server comprises: the combiner;  
2       VOD content; and advertisement content which provides the combiner with the advertisement  
3       image.

1           25. The system of claim 22, wherein the client device comprises: the combiner and  
2       advertisement content that provides the combiner with the advertisement image.

1           26. The system of claim 22, wherein the client device comprises a combiner and the  
2       VOD server provides the advertisement image to the combiner.

1           27. A system comprising: video content for providing a video program; a combiner  
2       for combining a still image from the video program with an advertising image to produce a  
3       combined image; and a device for providing the combined image to a viewer.